

## **AMENDMENTS TO THE CLAIMS**

***The following listing of the claims replaces all prior claim versions and listings:***

1. (Currently Amended)      An advertisement providing system comprising a communication line, one or more communication dealer terminals, one or more consumer terminals and one or more company terminals, these terminals being interconnected by the communication line, wherein:

each communication dealer terminal includes a means for storing advertisement data and also consumer's position data and taste data, a means for selecting advertisement data for each consumer by taking the consumer's position data and taste data, and a current time into considerations, and a means for calculating a scheduled time of consumer's arrival at a shop from a present position of the consumer and for transmitting the scheduled time to a company terminal;

each consumer terminal includes a means for displaying advertisement data received from a communication dealer terminal, a means for transmitting the consumer terminal's position data to the communication dealer terminal, and a means for transmitting reservation request data for a product or a service selected by the consumer on the basis of the advertisement data received; and

each company terminal includes a means for producing advertisement data and transmitting the produced advertisement data to the communication dealer terminal, a means for receiving the reservation request data via the communication dealer terminal and executing a reservation process, a means for checking, when the consumer comes to a shop, whether the consumer has requested a reservation, and outputting a result of the checking,

wherein the communication dealer terminal further includes means for calculating an advertisement effect based on the transmitted reservation request data of the consumer, said means determining a contract link factor from a ratio of a purchase activity to a number of times of an advertisement distribution, and calculating the advertisement effect based on the contract link factor and a sales increase ratio of the purchase activity before and the contract link factor after the advertisement distribution.

2. (Original) The advertisement providing system according to claim 1, wherein the communication dealer terminal transmits the advertisement data as electronic mail to the consumer terminal.

3. (Original) The advertisement providing system according to claim 1, wherein the consumer terminal transmits the reservation request data as electronic mail to the communication dealer terminal.

4. (Original) The advertisement providing system according to claim 1, wherein the communication dealer terminal transmits the reservation request data as electronic mail to the company terminal.

5. (Original) The advertisement providing system according to claim 1, wherein the communication line is an internet system.

6. (Previously Presented) The advertisement providing system according to claim 1, wherein the means for calculating the scheduled time of the consumer's arrival calculates the

scheduled time based on the present position of the consumer, the position of the shop as described in the advertisement and the present time.

7. (Original) The advertisement providing system according to claim 1, wherein the communication dealer terminal further includes a means for calculating advertisement effect from the contract of advertisement requested to it and transmitted reservation request data of consumers.

8. (Original) The advertisement providing system according to claim 7, wherein the communication dealer terminal further includes a means for determining advertisement fee from the advertisement effect.

9. (Currently Amended) An advertisement providing method comprising:  
selecting advertisement data from a position data and a taste data of a consumer  
and a current time;

transmitting the advertisement data to a consumer terminal of the consumer;

transmitting the position data to a communication dealer terminal;

transmitting a reservation request of a good or a service to the communication dealer, when the consumer selects the good or service based on the advertisement data, and for calculating a scheduled time of consumer's arrival at a shop from the position data of the consumer;

accepting the reservation request of the consumer from the communication dealer terminal;

executing a reservation process;

checking whether the consumer has requested a reservation when the consumer appears at the shop;

selling a product or a service to the consumer; and

calculating an advertisement effect factor based on the transmitted reservation request data of the consumer by a communication dealer terminal, said calculating comprising determining a contract link factor from a ratio of a purchase activity to a number of times of an advertisement distribution, and calculating the advertisement effect based on the contract link factor and a sales increase ratio of the purchase activity before and the contract link factor after the advertisement distribution

10. (Original)        The advertisement providing method according to claim 9, wherein the advertisement is transmitted as electronic mail to the consumer.

11. (Original)        The advertisement providing method according to claim 9, wherein the consumer transmits the reservation contrast data as electronic mail to the communication dealer.

12. (Original)        The advertisement providing method according to claim 9, wherein the communication dealer transmits the reservation request data as electronic mail to the company.

13. (Original)        The advertisement providing method according to claim 9, wherein the consumer terminal, the communication dealer terminal and the company terminal are interconnected via an internet system.

14. (Previously Presented) The advertisement providing method according to claim 9, wherein the communication dealer terminal calculates the scheduled time of consumer's arrival at the shop from the present position of the consumer, the position of the shop as described in the advertisement and the present time and transmits the scheduled time data to the company.

15. (Previously Presented) The advertisement providing method according to claim 9, wherein the communication dealer terminal calculates advertisement effect factor from the contract of advertisement requested to the communication dealer and transmitted reservation request data of consumers.

16. (Previously Presented) The advertisement providing method according to claim 15, wherein the communication dealer terminal determines advertisement fee from the advertisement effect factor.

17. (Currently Amended) A communication dealer terminal for an advertisement providing system connected to a consumer terminal and to a company terminal via an internet system comprising:

means for storing advertisement data for the consumer and position data and taste data for the consumer;

means for selecting advertisement data for each consumer based on consideration of the position data and taste data of the consumer, and a current time and transmitting the advertisement data to the consumer; and

means for receiving a reservation request from the consumer responsive to a selection of a product or service by the consumer based on the advertisement data, and for calculating a scheduled time of consumer's arrival at a shop based on the position data of the consumer,

wherein the communication dealer terminal further includes means for calculating an advertisement effect based on the transmitted reservation request data of the consumer, said means determining a contract link factor from a ratio of a purchase activity to a number of times of an advertisement distribution, and calculating the advertisement effect based on the contract link factor and a sales increase ratio of the purchase activity before and the contract link factor after the advertisement distribution.